

## **ANALISIS MEREK PERUSAHAAN DAN KONSUMSI STATUS TERHADAP KESETIAAN KONSUMEN PRODUK J.CO DAN DUNKIN' DONUTS**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh merek perusahaan dan konsumsi status terhadap kesetiaan konsumen produk J.Co dan Dunkin' Donuts. Data diperoleh dengan cara *self-administered survey*. Responden diambil di lima pusat keramaian (Plaza Festival, Mall Ambassador, Mall Kuningan City, Stasiun Gambir dan Universitas Bakrie). Kuesioner yang disebar kepada responden yang merupakan konsumen J.Co dan Dunkin' Donuts. Total 150 konsumen diambil sebagai responden. Data penelitian yang terkumpul dianalisis menggunakan metode *multivariate analysis* termasuk uji reliabilitas, uji validitas, analisis faktor, uji asumsi klasik, analisis regresi linier berganda, dan uji keragaman. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan nilai rata-rata yang signifikan pada tiap variabel terhadap J.Co dan Dunkin' Donuts. Terdapat pengaruh positif variabel merek perusahaan terhadap kesetiaan konsumen produk J.Co dan Dunkin' Donuts. Namun, variabel konsumsi status tidak menunjukkan adanya pengaruh terhadap kesetiaan konsumen produk J.Co dan Dunkin' Donuts. Secara simultan, variabel merek perusahaan dan konsumsi status mempengaruhi kesetiaan konsumen produk J.Co dan Dunkin' Donuts.

Kata Kunci: Merek perusahaan, konsumsi status, kesetiaan konsumen.

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**THE EFFECTS OF CORPORATE BRAND AND STATUS CONSUMPTION  
TOWARDS CONSUMER LOYALTY OF J.CO AND DUNKIN' DONUTS'  
PRODUCTS**

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**ABSTRACT**

*This study aims to analyze the influence of corporate brand and status consumption towards consumer loyalty of J.Co and Dunkin' Donuts' products. The data were collected through self-administered survey. Respondents were taken from five commercial centers (Plaza Festival, Mall Ambassador, Kuningan City Mall, Gambir Station and Bakrie University). The questionnaires were spread out for the consumers of J.Co and Dunkin' Donuts. A total of 150 respondents were obtained. Collected data were analyzed using multivariate analysis methods including reliability analysis, validity analysis, data reduction analysis, normality analysis, analysis of variance and independent samples t-test. The results of this research indicate that there is no significant means difference between the variables of J.Co and Dunkin' Donuts' products. Corporate branding effecting consumer loyalty of J.Co and Dunkin' Donuts' products. However, status consumption does not show any effect on consumer loyalty of J.Co and Dunkin' Donuts' products. Simultaneously, corporate branding and status consumption affecting consumer loyalty of J.Co and Dunkin' Donuts' products.*

*Keywords: Corporate brand, status consumption, consumer loyalty.*

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